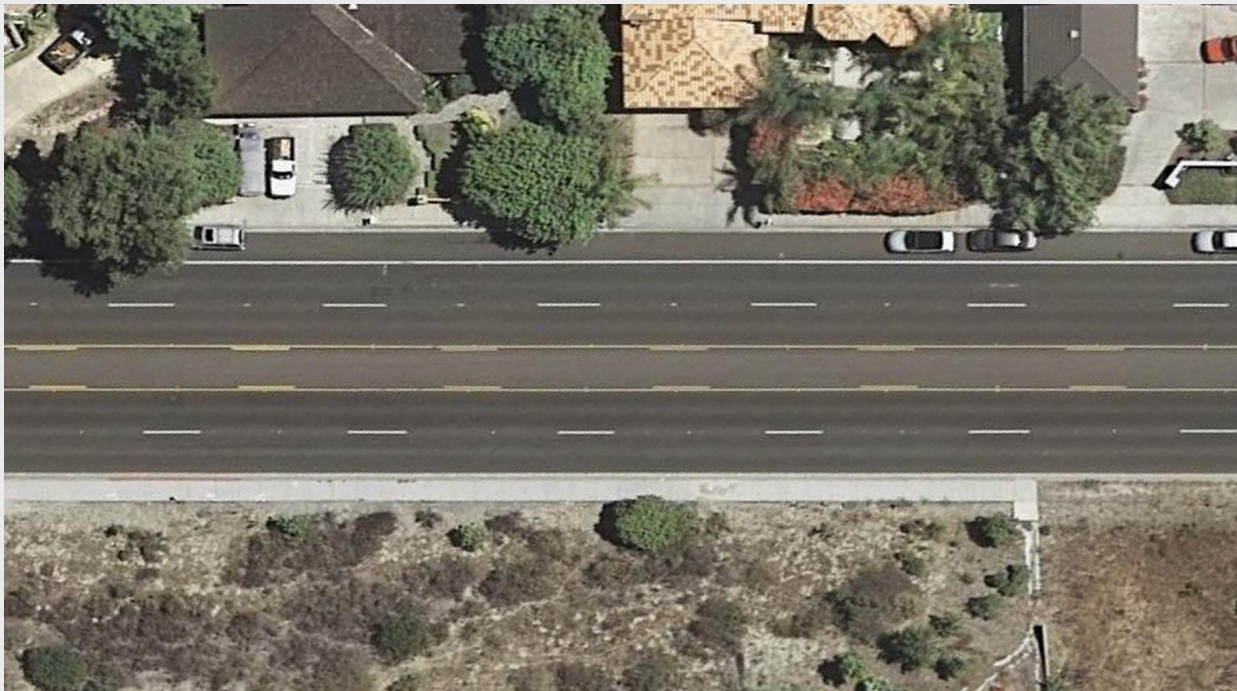


La Costa Avenue Improvement Plan

Doug Bilse, T.E.
Senior Traffic Engineer

La Costa Avenue Quality of Life Issues

- Speeding
- Traffic volume
- Sight distance
- Diverted traffic



What Changed?

- Current City standards are auto oriented and were used to drive previous work
- General Plan update will introduce complete street designs that address quality of life issues
- Road diets and traffic calming ideas are now proven solutions
- Previous work used limited public review with select group of residents, new approach expands outreach

Team of Experts

- KOA provided technical support of past work
- Local knowledge of issues
- Pat Noyes added to the team
 - National leader on traffic calming and public outreach
 - Author of *Traffic Calming Primer*
 - Author of *Effective Public Involvement* chapter of the *Traffic Engineers Handbook*
 - Fire fighter experience

La Costa Avenue Study Area:

El Camino Real to Rancho Santa Fe Road



Considerations for La Costa Avenue

- Secondary arterial
- Residential frontage
- Speed
- Safety
- Emergency response
- Bikes and pedestrians
- Cost of improvements
- Enforcement



Study Objective

- Develop a cost effective, community-preferred plan to address traffic speeds and safety on La Costa Avenue in a way that respects the residential character and arterial function of the roadway

La Costa Proposed Planning Process

- Mail-in survey: La Costa & Levante neighborhoods
- Three community meetings
- Update public throughout process
- Present preferred plan to Traffic Safety Commission
- City Council acceptance

3 Community Meetings

- Open to public
- Develop vision for La Costa Avenue
- Build consensus



Community Meeting #1 Objectives

- Define problem
- Determine objectives
- Present design elements
- Discuss preferences



Community Meeting #2 Objectives

- Review concept plans
- What works, what doesn't
- Determine preferences
- Evolve new concepts

Community Meeting #3 Objectives

- Review, revise and finalize preferred concept plan
- Discuss phasing and funding options as needed

Design Elements to Consider

- Roundabouts
- Bulb outs
- Medians
- Bike lanes
- Sidewalks
- Striping
- Signals
- Other ideas



Guidelines for Effective Improvements

- Regular and frequent pattern
- Devices shift traffic lanes
- Landscaping



The Role of Landscaping

- Changes character of the street
- Breaks up line of sight
- Impacts behavior in advance of the device
- Enhances and softens the streetscape



The Role of Landscaping (con't)



The Role of Landscaping (con't)



Currently Proposed Signals

- Calle Madero
- Esfera Street
- Gibraltar Street
- Quinta Street
- Nueva Castilla Way



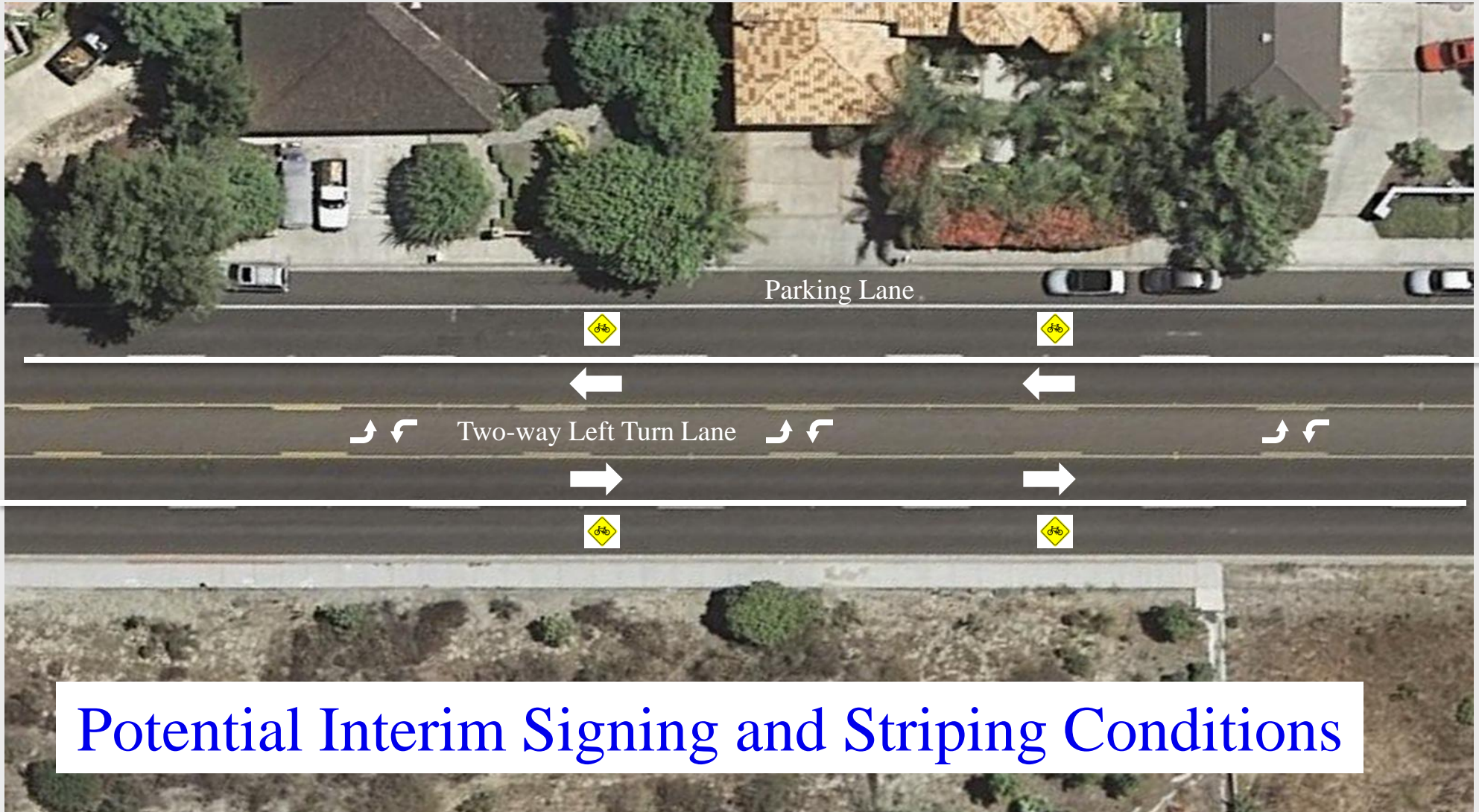
Alternatives to Signals

- Roundabouts
- Turn restrictions
- Reconfigured lanes





Existing Signing and Striping Conditions



Simulation of Lane Reconfiguration

Existing:

- Four through lanes
- Parking lane
- Center turn lane



Reduced Lanes:

- Two through lanes
- New bike lanes
- Keep parking and turn lane



Cost of La Costa Avenue Improvements

- \$1,000,000 - \$4,000,000
- Cost depends on the number and type of devices
- Landscaping increases capital and maintenance cost
- Cost effectiveness of devices important to planning process
- Discuss project phasing and alternative funding sources
- Current CIP has \$1M allocated for proposed signals

Questions?